GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2469
ANSWERED ON:01.08.2016
Development Activities Undertaken by Coffee and Tea Boards
Roy Prof. Saugata

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the details of the developmental activities undertaken by the Coffee Board and the Tea Board during the last three years and the impact thereof on enhancing productivity as well as improving the quality of tea in the country;
(b) the details of the steps taken by these boards for improving its position in the world as well as in domestic market;
(c) whether these boards have been able to discharge their basic regulatory role effectively and if so, the details thereof and if not, the reasons therefor along with the corrective measures taken by the Government in this regard;
(d) whether a number of small tea growers are still outside the ambit of the regulation of the Tea Board and if so, the details thereof and the reasons therefor along with the steps taken by the Government in this regard; and
(e) whether the Government has conducted any comprehensive study on the problems being faced by the tea growers and proposes to provide any special package for small and medium tea growers?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)

(a) The Coffee Board is implementing Integrated Coffee Development Project under which various interventions such as research & development, technology transfer, capacity building, support to mechanization of estates, coffee area development, market development, support to value addition etc. are undertaken for the overall improvement of production, productivity and quality of coffee. A sum of Rs464.30cr has been spent by the Coffee Board on various components of the Scheme during 12th Plan. The productivity of the coffee has increased from 846kg/Ha. in 2012-13 to 876 kg/Ha in 2015-16.

Under the Tea Development and Promotion Scheme of the Tea Board, support is provided for plantation development, quality upgradation and product diversification, development of small tea growers, research and human resource development. A sum of Rs 625.55 cr has been spent by the Tea Board on various components of the Scheme during 12th Plan. The productivity oftea increased from 2017 kg/Ha. in 2012-13 to 2176 kg/Ha in 2015-16.

(b) Coffee Board is undertaking various measures to boost Coffee exports and promotion of coffee sector, which include conducting promotional activities in the foreign as well as domestic markets, providing incentives for export of high value and value added coffee, participating in International events, organizing'Flavour of India −The Fine Cup Award' competition and India International Coffee Festival to encourage coffee exporters.

Tea Board has also undertaken promotional initiatives such as participation in domestic and international trade fairs, arranging buyer-seller meets, effecting exchange of delegations and undertaking generic promotion in key markets through print-media and engaging in dialogues with governments of the importing countries in order to boost exports.

(c) Coffee Board and Tea Board are responsible for implementation of various statutory and regulatory prescribed under the Coffee Act, 1942 and Tea Act, 1953 respectively. Export licenses and Certificates of origin are being issued by the Coffee Board to monitor Coffee exports from the country. The Board is also issuing licenses to coffee curing works. Tea Board through various control orders such as Tea (Marketing) Control order, Tea (Distribution and Export) Control order, Tea Warehouse License order and Tea Waste Control order has been regulating various aspects of the tea industry.

(d) and (e). Tea Board has undertaken a countrywide enumeration to identify individual small tea growers who are issued with Biometric card/Smart card with a unique no. for easy identification. Further, based on the evaluation study report on XI Plan Scheme, a separate component for the development of small growers is being implemented in the 12thPlan for emphasizing the special needs of this sector. Special assistance is provided to growers in the non-traditional states in North Eastern Region, Himachal Pradesh and Idukki district of Kerala.

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